To: Oconnor, Lori
From: Mallardi, J
Posted: 6/21/96 16:00
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Subject: DPC / TENT CARD

LORI:

NUMBER OF DPC DEALS SOLD PER WEEK (7 DAYS) SINCE DPC STARTED BY THE SUBS THAT ARE PARTICIPATING IN THE TENT CARD PROMOTION.

D/P/W = DEALS PER WEEK

ACC. #	ACCOUNT	# OF DISPLAYS SOLD	# OF CTNS FOR TENT CARD
595225	ESPINOSA	15.5 D/P/W	240
363629	COLUMBUS	8.8 D/P/W	390
531381	CARIBE	9.5 D/P/W	600
546975	FORDHAM	3.8 D/P/W	540
787218	KINGS	18.6 D/P/W	960
627817	KINGSBRIDGE	36.5 D/P/W	680
656208	KRCHO	40.4 D/P/W	360
345664	QUICK	14.5 D/P/W	1100
117154	SUGAR	4.6 D/P/W	340
545208	BAEZ	25.3	
D/P/W		300	

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OVER ALL SOME COMMENTS ABOUT DPC YEAR TO DATE:

WE HAVE TO REMEMBER THAT DPC HAS ONLY BE UP AND RUNNING FOR ABOUT 3 MONTHS.

HOW'S IT WORKING ?

OVERALL MOMENTUM SEEMS TO BE BUILDING FROM MONTH TO MONTH. AN INDICATION IS, 1-SUBS ORDERS / USAGE IS INCREASING FROM ORDER TO ORDER. 2- SOME SUBS ASKING TO INCREASE BRAND MIX. (WINSTON BOX, SALEM 100S)

WHICH INDICATES TO ME RETAILERS ARE ASKING FOR THEM !

MAJORITY OF DEALS SEEM TO BE REACHING THE RIGHT CALLS.. SOME FEEDBACK FROM SALES FORCE ABOUT PROBLEMS BUT OVERALL RESPONSE HAS BEEN LITTLE TO NONE.

PROBLEMS WITH DPC:

OVERALL NOT ENOUGH LOW VOLUME CALLS ARE BEING OFFERED DPC DEALS. EXAMPLE- 50% OF MY SUBS HAVE SOLD 75% / 80% OF DPC DEALS ORDERED TO DATE. WE NEED TO EXPAND THE UNIVERSE OF SUBS AGGRESSIVELY WORKING THE PROGRAM.

TWO CARTON DISPLAY / PURCHASE IS STILL A DRAW BACK TO MANY RETAILERS. SOME SUBS ARE SELLING ONE CTN (LOOSE PACKS) .

BEST PRACTICES:

SUBS THAT HAVE USED THE FLIERS WE DEVELOPED OR PUT AN ADD IN THEIR MONTHLY DEAL BOOKS HAVE HAD THE BEST RESULTS.

JIM MALLARDI

Source: https://www.industrydocuments.ucsf.edu/docs/bqvp0000